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Anzalone Liszt Research

National Polling Summary

Friends,

Below you will find the weekly Anzalone Liszt Research National Polling Summary, which provides a pollster's take on data and trends that affect political campaigns.

This week's newsletter focuses on the Iowa GOP caucus results and the implications for the weeks ahead.

Following our analysis are additional news items and data we thought you'd enjoy.

John Anzalone and Jeff Liszt

STORY THIS WEEK: REPUBLICANS IN A FROTH

The Iowa caucuses confirmed what GOP primary polls have suggested for months: there is a major split between the Republican establishment and the party's more conservative, Tea Party wing. The former has aligned behind Mitt Romney, while the latter is still hungry for an alternative, and with all other available options exhausted, opted for Rick Santorum.

Evidence of this divide can be seen in [Iowa caucus entrance poll results](#). Among the half (47%) of Republican caucus-goers who identified themselves as *very* conservative and the third (34%) who identified themselves as *strong* supporters of the Tea Party, Santorum outperformed Romney decisively, winning the former by 21 points (35% Santorum / 14% Romney) and the latter by 16 points (30% Santorum / 14% Romney).

Meanwhile, Romney had the clear edge among the less conservative portion of the electorate. Among the half that identified as either somewhat conservative (37%) or moderate/liberal (17%), the former Massachusetts governor bested the Pennsylvania Senator by 18 points (33% Romney / 15% Santorum). And among those that were either neutral (24%) or opposed to the Tea Party (10%), Romney prevailed by 19 points (35% Romney / 16% Santorum).

Romney was also the overwhelming favorite among those pragmatic voters who were most focused on defeating Obama (48% Romney / 13% Santorum), while Santorum dominated among those looking for either a "true conservative" or a candidate with "strong moral character" (38% Santorum / 6% Romney).

Warning Signs for Romney

It should come as no surprise that Santorum performed far better than Romney with evangelicals (32% Santorum / 14% Romney), but Romney's lack of success among those with household incomes under \$100,000 a year is noteworthy. Santorum's emphasis on his steel worker roots and manufacturing jobs appears to be an effective contrast with Romney, as the \$100,000 and over income bracket was the only one that Romney won and he placed a solid third (25% Paul / 24% Santorum / 19% Romney) among the 72% of voters earning less than that.

This lack of appeal among middle class voters should be a warning sign for Romney, as should his weak showing among independents. Independents made up nearly a quarter (23%) of the caucus goers, and gave Romney just 19% of their vote, 24 points below their strong support for Ron Paul (43%). (Among only Republicans, Santorum edged Romney by 2 points).

Along with his weak performance among strong Conservatives, independents and middle class voters, Romney's lack of broad appeal was further underscored by the final [PPP poll](#) in Iowa. Despite not having any negative television ads run against him, Romney was viewed favorably by caucus goers by just a 4-point margin (48% favorable / 44% unfavorable). This represents a significant decline over the course of the Iowa campaign, as he was viewed favorably by a 30-point margin (55% favorable / 25% unfavorable) back in April.

Paul

If the divide between Santorum and Romney was predominantly one based on ideology and class, the divide between Paul and the rest of the field was clearly generational. But rather than deriving the bulk of his support from his senior peers, Paul – who at 76 is 8 years older than the next oldest candidate – rode a wave of youth support to a strong third place finish. According to [entrance polls](#), voters under 30 increased their share of the vote by more than 30% from 2008, with these voters giving Paul an impressive 48% of their vote, 25 points above the next closest contender. The older the voter, the weaker support was for Paul, as just 11% of seniors voted for him.

Looking Ahead

If a recent [Suffolk poll](#) of New Hampshire primary voters is any indication, half of which was conducted the night after the Iowa caucuses, the Iowa results alone will not cause a major recalibration in New Hampshire.

The poll finds Romney receiving 41% of vote, 23 points ahead of Paul (18%) the next highest vote getter. Santorum can clearly expect some New Hampshire bump from Iowa, but it doesn't appear that it will be a dramatic one. He receives 8% of the vote in the Suffolk poll, which is more than double what he was polling at previously (and one point above both Gingrich and Huntsman). His support would almost certainly be higher if the entire poll was conducted after the caucuses, but even with a larger bump, the political terrain in the Granite State is not hospitable for him. For one, the staunch conservatives and evangelical voters that propelled his

rise in Iowa make up a much smaller share in New Hampshire. While 47% of Iowa Caucus-goers identified themselves as *very* conservative, according to [exit poll data](#), just 21% of 2008 New Hampshire primary voters said the same. And while evangelical voters made up a firm majority of voters in the caucuses, they made up less than a quarter (23%) of voters in the New Hampshire primary four years ago. The absence of Michelle Bachmann and Rick Perry in New Hampshire is also unlikely to boost Santorum, as both were polling at [less than 2 percent](#) in the latest Suffolk poll.

For evidence of the challenges that this less conservative electorate poses for Santorum, we need look no further than Mike Huckabee's campaign in 2008. While Santorum's organization in New Hampshire is supposedly stronger than Huckabee's was, Huckabee had more momentum, having just won the Iowa caucus by 9 points. Despite his strong showing in Iowa however, Huckabee finished a distant third to McCain and Romney in New Hampshire, garnering just 11 percent of the vote.

The other obstacle facing Santorum is that Romney appears to be in stronger shape in New Hampshire now than he was four years ago. Even after his disappointing loss to Huckabee in 2008, Romney saw little erosion in his New Hampshire support and finished in second with 31% of the vote. This time around, he is coming off a win in Iowa (albeit an extremely narrow one), is polling in the 40's, and leads all other candidates by more than 20 points.

That doesn't mean it will all be smooth sailing for Romney. Unlike in Iowa where the attacks were focused on Gingrich, Romney will be taking fire from all sides in New Hampshire (though none of Romney's opponents have the funding to mimic anything resembling the anti-Gingrich ad onslaught in Iowa).

Regardless of the degree, any damage inflicted to Romney is not only likely to benefit Santorum, but Huntsman as well. The former Utah Governor has basically staged his own one man, one percenter version of "Occupy New Hampshire" since the summer and is the only candidate who has yet to experience a major surge. Though his window is rapidly closing, a late Huntsman rally is not out of the question. He has invested heavily in the state, has increased his support over the past few weeks, and just received the Boston Globe's endorsement. Additionally, Romney also has to worry about a potential surge of independent voters into the primaries to support Paul, many of whom may be missing the net of pollsters.

Even given these factors, Santorum's odds are far better in South Carolina, where Huckabee came within 3 points of defeating John McCain in 2008. There are no recent polls in the state, but evangelical voters make up an even larger share of the electorate there than they do in Iowa, and the percentage of self-identified *very* conservative voters is much higher than in New Hampshire. Of course, with Rick Perry opting to compete in South Carolina, Santorum may not be able to consolidate these voters without a fight.

But with the South Carolina primary still more than two weeks away, we are probably getting ahead of ourselves. As we've seen, a lot can change in this race from week to week, and until the New Hampshire votes are counted, the results in South Carolina are anyone's guess.

OTHER NEWS FROM THE POLLING AND POLITICAL WORLD

2011 in 11 charts: Great [compilation](#) by the Washington Post's Wonkblog of the 11 charts that define the economic and political climate of 2011.

Best ads of 2011: From [Adweek](#).

Did a typo win Romney Iowa?: A caucus vote counter says Romney [mistakenly received](#) 20 extra votes.

Impact of anti-Gingrich ads in Iowa: Good [analysis](#) from Mark Blumenthal of the impact of the anti-Gingrich ad campaign.

Tweet tracker: The Washington Post has a [new app](#) that tracks mentions of candidates on Twitter.

Consumer confidence on the rise: New [Gallup data](#) finds that consumer confidence in December rose to its highest level in six months.

Not news for art majors: A new [report](#) of unemployment rates by college major finds that unemployment rates tend to be higher among recent graduates in non-technical fields such as the arts (11.1 percent) and humanities (9.4 percent).

PUBLIC POLLING

PRESIDENT OBAMA'S JOB RATING

Polling Firm	Date	Sample	Approve	Disapprove
<i>CBS</i>	Dec. 14-18	Adults	47%	44%
<i>ABC/Washing Post</i>	Dec. 15-18	Adults	49%	47%
<i>CNN/ORC</i>	Dec. 16-18	Adults	49%	48%

PARTY SELF ID

Polling Firm	Date	Sample	Dem	Rep	Ind / other
<i>Pollster.com Trend</i>	Jan. 5	Adults	30.3%	25.3%	40.8%

GOP NATIONWIDE PRIMARY

Polling Firm	Date	Sample
<i>Gallup</i>	Dec. 27-Jan. 3	Republican and Rep-leaning voters
Romney	26%	
Gingrich	22%	
Paul	13%	
Santorum	8%	
Perry	6%	
Bachmann	5%	
Huntsman	2%	

GOP CAUCUSES AND PRIMARIES

	New Hampshire	South Carolina	Florida
Polling Firm	<i>CNN/Time</i>	<i>Clemson</i>	<i>NBC News/Marist</i>
Date	Dec. 21-27	Dec. 6-19	Dec. 4-7
Sample	Likely Voters	Likely Voters	Likely Voters
Romney	44%	21%	29%
Paul	17%	10%	8%
Gingrich	16%	38%	44%
Huntsman	9%	3%	3%
Santorum	4%	2%	2%
Bachmann	3%	5%	3%
Perry	2%	5%	4%

DIRECTION OF THE COUNTRY

Polling Firm	Date	Sample	Right Direction	Wrong Track
<i>CBS News</i>	Dec. 14-18	Adults	25%	69%
<i>AP-GFK</i>	Dec. 8-12	Adults	26%	70%
<i>Reuters/Ipsos</i>	Dec. 8-12	Adults	27%	69%
<i>NBC News/ Wall Street Journal</i>	Dec. 7-11	Adults	22%	69%

GENERIC HOUSE BALLOT

Polling Firm	Date	Sample	Dem	Rep	Unsure
<i>Reuters/Ipsos</i>	Dec. 8-12	Registered Voters	48%	42%	7%
<i>Quinnipiac University</i>	Nov. 14-20	Registered Voters	40%	36%	20%

OBAMA POPULAR VOTE SHARE

Polling Firm	Date	Polly Vote	Polls	Iowa Electronic Markets	Econometric Models	Index Models
<i>PollyVote</i>	Jan. 5	51.0%	49.3%	50.7%	49.5%	54.6%
